

Station	WPGH-TV PITTSBURGH, PA	Agency	() WATERFRONT STRATEGIES	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		3050 K ST NW, #100	Sales Office	() WASHINGTON
Product	HOUSE MAJORITY PAC		WASHINGTON, DC 20007	Salesperson	() KATHRYN SARDINSKY
Estimate#	2162	Agency C/P1/P2/E	79/86/2162		
Buyer	Dan Nagelberg	Flight Dates	10/23/2012 - 10/29/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V3

10/27 SEE LN 1 FOR 2X CREDITED/AUG SHORT PAY NT \$14125 TX

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/23-10/29	2P-3P	JUDGE J BROWN/JUDGE J BRWN B	:30	\$125.00	TU-F,M	2	1	2	\$250.00
2	10/23-10/29	5P-6P	MAURY POVICH	:30	\$175.00	TU-F,M	5	1	5	\$875.00
3	10/23-10/29	10P-11P	CH11NW-FX53@10<	:30	\$1,500.00	TU-F,M	3	1	3	\$4,500.00
4	10/23-10/29	6P-630P	BIG BNG THEORY	:30	\$1,000.00	TU-F,M	4	1	4	\$4,000.00
5	10/23-10/23	930P-1030P	XFACTOR	:30	\$4,500.00	TU	1	1	1	\$4,500.00

---REPORT TOTALS---

Report Totals: 15 / \$14,125.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$11,450.00

Nov 12: 3 / \$2,675.00

Sales Totals: 15 / \$14,125.00

Station Totals: 15 / \$14,125.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,786	CABL	0%	KDKA	0%	UNKN	93%	WPCW	0%	WPGH	7%
		WPMY	0%	WPXI	0%	WTAE	0%				

Station

WPGH-TV PITTSBURGH, PA

Advertiser

() POLITICAL ISSUE GROU

Product

HOUSE MAJORITY PAC

Estimate#

2162

Buyer

Dan Nagelberg

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Agency

() WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007

Agency C/P1/P2/E

79/86/2162

Flight Dates

10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

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() WASHINGTON

Salesperson

() KATHRYN SARDINSKY

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202-955-5342

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Books

null

Demos

RA35+